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U. S. DEPARTMENT OF AGRICULTURE

FOOD GUIDE

MAY 1963

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

BEEF

MILK AND MILK PRODUCTS

TOMATOES

CANNED FREESTONE PEACHES

CABBAGE

PORK

CARROTS

SWEET CORN

LARD

FLOUR

BROILERS-FRYERS

The FOOD GUIDE lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.

A special service for FOOD DISTRIBUTORS

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

Merchandising Opportunities

FOR FOOD STAMP PROGRAM AREAS

BEEF

SUPPLY: Latest reports indicate heavy second quarter marketings, exceeding the same period 1961 marketings by as much as 10 percent.

MERCHANDISING HINTS: Time to overhaul beef display case layout. Use prime merchandising techniques to meet warm weather easy-living habits and new eating trends.

- Good merchandisers make sure they have adequate stocks on hand to meet anticipated consumer demand, but do not overload case during warm weather. Good stock rotation and fast turnover is now a must.
- While a wide variety of beef cuts should be displayed to take care of large and small family needs, during May added promotional emphasis is recommended for hamburger meat, and the barbecue type beef cuts. This month give feature billing to 3 and 5-pound packages of hamburger meat and beef cold cuts. "Big Volume" price tags always make sales buzz.
- Plug larger roasts for "Sunday Dinner" meals. And good cut identification signs and cooking instructions, verbal or "packaged in", are sure sales-boosters for the lesser beef cuts.
- Don't forget it's the repeaters that count, so trim and package all cuts to PLEASE. And remember it's not good business to hide excess pockets of fat and bone when pre-packaging is done.
If the quality isn't there, be fair and mark the item down.
If you offer personal service to shoppers, let 'em know you'll "cut-to-order."

MILK AND MILK PRODUCTS

SUPPLY: There'll be ample supplies of milk and milk

products in May when production reaches its seasonal peak.

MERCHANDISING HINTS: Milk and milk products, everyone a proven sales-getter, are scheduled for big movement throughout May and June.

- May holiday celebrations and made-to-order tie-in opportunities are sure to move dairy products galore. Now's the time to plug the full dairy product line.
- It's not too early! Grocers should begin profit-producing merchandising plans for the gigantic "JUNE DAIRY MONTH" promotion just ahead. Get displays, in-store advertising and JDM sneak previews "off 'n running" the last sales week this month. Be certain everything is ready for the "BIG SELL." Dress displays to the limit and stock a full line of dairy product supplies--milk, cottage cheese, sour cream, ice cream, butter, yogurt, cheese varieties, evaporated and nonfat dry milk, etc.

TOMATOES

MERCHANDISING HINTS: Shoppers will welcome GARDEN FRESH vine-ripened tomatoes after the long cold weather months.

- Sell fresh, bulk tomatoes from a mass display, but be certain they're placed in bins with stems down and not carried over one or two levels high. As replenishments are made, check for and remove spoiled or damaged tomatoes. When featuring "tubes" or "boats" of prepacks locate sales point some distance away from the bulk display. Let shopper know you have "Garden Fresh" tomatoes with a jumbo sign. Tomatoes are one of the best sellers in your produce line--they offer customers good nutrition value, too.

MAY 1963

FOOD BUYS

For USDA Food Coupon Users
and All Budget Minded Shoppers

DAILY FOOD GUIDE

MILK GROUP

Some milk for everyone

MEAT GROUP

2 or more servings

FRUIT AND VEGETABLE GROUP

4 or more servings

BREAD AND CEREAL GROUP

4 or more servings

OTHER FOODS

As needed

Milk and Milk Products

Beef

Pork

Broiler-Fryers

Canned Freestone Peaches

Tomatoes

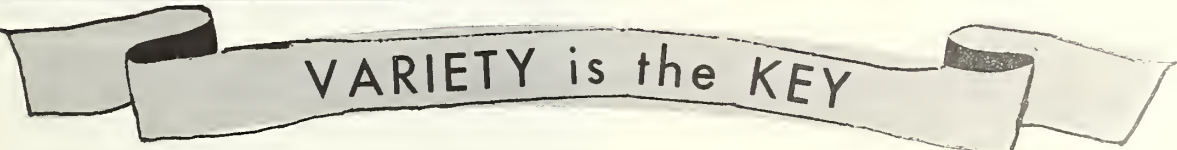
Sweet Corn

Cabbage

Carrots

Flour

Lard



VARIETY is the KEY

CANNED FREESTONE PEACHES

SUPPLY: Although the total supply of canned freestone peaches for 1963 is somewhat lighter than that of the last three years, movement to January 1 was noticeably slower and price level low. Supplies will continue plentiful in May at prices attractive to the trade.

MERCHANDISING HINTS: Continue to spotlight canned FREESTONE peaches from well located floor displays--those shelf stocks should be well filled, too. Multi-can pricing at all selling points is the volume--getting way.

- Wing racks filled with smaller canned sizes and arranged to tie-in canned FREESTONES with cottage cheese and cream get extra sales. And filled racks placed at the ice cream case to promote a tie-in with vanilla flavor moves big supplies.
- Make central FREESTONE peach display a real "stand-out". Why not tie-in packaged cakes, pie crust and biscuit (for shortcake) mixes and a good assortment of gelatins, too. If space permits, why not place a few carts of FREESTONES at checkout counters so shoppers will have a final chance to buy. Don't forget those store window banners--alert customers to purchase.

CABBAGE

MERCHANDISING HINTS: Good quality cabbage should lure shoppers to the produce department this month.

- Pile those heads high so customers are sure to view. Sprinkle offerings (but not excessively) to give them a clean fresh quality look. Price on butts with indelible pencil so customers can make a quick choice without hunting through the pile--speeds up those checkouts, too. If you feature prepack whole or half cabbage heads, display and tie-in right with corned beef and ham. And it's the season to talk "cole slaw" with top-notch signwork, too.

PORK

SUPPLY: Relatively high slaughter rates are expected to continue into May, causing prices to remain under pressure through early summer.

MERCHANDISING HINTS: Gear pork displays to meal ideas. Your supplier should have excellent full-color point-of-sale pieces suitable for use in this type of sales approach.

- You can be sure housewives are constantly on the lookout for a "BIG PORK SALE," so offer a barrage of bargains to lure heavy trade. And use good signwork to advise shoppers "Pork Helps Balance Budgets" and is "Nutritionally Good," too.
- For a sure "trade-puller" at this season of the year, feature 2 lb. (tape 2 pound packages together if necessary) specials of Roasting Weiners. Barbequing ribs and loins make good sales bets now and table-ready baked ham, pork cold cuts and pickled pig feet specials will also catch shopper's eye.
- Plug those "indoor" pork items, too--bacon, sausage, hams, roasts, chops and the like. Justify PORK SALES--use competitive pricing all month long.

CARROTS

SUPPLY: Although a large part of the near-record 6 million hundredweight winter carrot crop will have been shipped by May, substantial quantities will still remain for marketing from both south Texas and the desert valleys of California. In addition, abundant supplies of carrots will be available from spring producing areas in Arizona and California during May.

MERCHANDISING HINTS: This month place heavy promotional emphasis on nutritionally good and taste-inviting Carrot-Raisin Salad by bordering a neatly arranged carrot bin with packaged raisins. Brighten up sales point with P-O-S pieces to plug this delicious warm weather salad combo. And for the shopper with other taste preferences display solid-selling salad items on either side of featured layout--celery, onions, lettuce, bell peppers, cauliflower and tomatoes. Feature carrots in duo bunches now with a special "come on" price tag. Small "talkers" spotted to recommend carrots for eating out of hand, tasty stews, baking, glazing or for crunchy salad sticks will get top results.

BROILER-FRYERS

Pack a real punch in your advertising build-up with special "cut-ups", "splits," and- "bargain buy" prices on whole birds and select parts, too.

SWEET CORN

MERCHANDISING HINTS: Plan display point for fast turnover and load sales point down with purchase-inviting point-of-sales pieces that draw trade.

- Double-bins or tables should be used to feature fresh corn for "first-of-year" sales. Bulk merchandising now should prove best, so line up your ears in neatly arranged piles. Cut "window flaps" in husk to show quality. This allows customers to make quick selection--cuts down excess handling, too. Tie-in margarine, aluminum foil and other good salesmates to build multiple sales.

LARD

MERCHANDISING HINTS: The "home baking" trade business is what you're looking for to get volume sales.

- A well-arranged display located in immediate vicinity of baking ingredient section is the spot where more "pick-ups" are made. Pure lard doesn't move well featured by itself, so flank display with flour and other proven salesmates that suggest "finished product" preparation ideas.

FLOUR

MERCHANDISING HINTS: Call shoppers attention to both packaged and sacked flour (if you carry) with special pricing this month.

- Combo off-the-shelf displays invite more sales. Build floor display around all-purpose, self-rising and cake flour. Again "finished product" P-O-S pieces stop traffic and inspire purchases. Flour distributors should have some excellent material, pre-tested to get sales results. Use it to the fullest for best sales results.

MENU OF THE MONTH

Meat Loaf
Scalloped Potatoes
Buttered Carrots
Cabbage Salad
Hot Biscuits
Margarine
Canned Peaches
Peanut Butter Cookie
Milk

RECIPE OF THE MONTH

MEAT LOAF

2 pounds ground beef	1/2 pound sausage or salt pork
1/2 cup chopped onion	1/4 cup chopped celery
1/4 cup chopped parsley	1 cup soft breadcrumbs
1 cup milk or canned or cooked tomatoes	1 egg, beaten
1 teaspoon salt	Pepper

Mix all ingredients together thoroughly.

If salt pork is used, cut it in small pieces and fry until lightly browned before adding to the other ingredients.

Mold mixture into a loaf. Place on brown paper or foil on rack in uncovered pan.

Bake at 350°F. (moderate oven) 1-1/2 to 2 hours. Serve hot or cold.

8 to 10 servings.